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Fundraising eMALL Mall Created to Raise Funds for Diabetes Foundation

WAYNE, Pa.--(BUSINESS WIRE)--Sparhawk announced today that they have joined with the dLife Foundation to boost fundraising in the prevention and management of diabetes through a new uniquely branded and fully supported online fundraising eMALL. The eMALL can be accessed via the Web at <http://www.dlifefoundationemall.org/>.

The dLife Foundation eMALL allows supporters of diabetes research and prevention to contribute to dLife while they shop online. The eMALL contains many well-known stores, like Macy's, Barnes & Noble, Amazon, and Staples, where people already shop online. Shopping via the dLife Web site allows consumers to purchase the same merchandise at the same price while simultaneously contributing to the dLife Foundation.

"The mission of the dLife Foundation is critically important," said Sparhawk Founder and President Michael P. Harakal III. "November is not only one of the busiest shopping months of the year; it is also National Diabetes Awareness Month. In recognition of the important work of the dLife Foundation, we are offering an additional 25 percent on top of the proceeds that normally would go to the foundation throughout November."

Tom Karlya, who has a daughter with diabetes and who serves as President of the Foundation, said, "People are going to shop anyway. Once you link into your favorite store such as Best Buy or Amazon from www.dlifefoundationemall.org, it is the actual merchant's site, except now a percentage of the sales will be given to the foundation to help diabetes research and related causes. This is an incredible program. The Support aspect of Sparhawk's eMALL model is what makes it so unique. So many top, and I mean top, retailers are involved as well. Just fantastic."

The dLife Foundation (www.dlifefoundation.org) supports individuals in need of diabetes care. The foundation supports the purchase of supplies, education, and motivational programs through organizations, foundations, and camps dedicated to diabetes.

The dLife Foundation is the official charity of dLife. *dLifeTV* is the first and only national weekly newsmagazine show devoted to those living with diabetes. The Web site, www.dlife.com, is the largest independent informational Web site dedicated to the issue of diabetes. *dLifeTV* airs every Sunday on CNBC at 7:00 P.M. ET, 6:00 P.M. CT, and 4:00 P.M. PT.

dLife was founded by Howard Steinberg, who has type 1 diabetes. The dLife Foundation is a 501c3 nonprofit, noncommercial, and independent organization.

Contacts

Sparhawk
Mike Harakal, 800-568-0969 ext. 706
mike@sparhawkcorp.com
or
Boffa and Associates
John Boffa, 202-234-5758

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